



January 27, 1995

C.A. DiBENEDETTO
Special Accounts Manager

400 Raritan Center Parkway
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

To: All Divisions with:


Allied Management/Bottle King	(2367-00-00)
Drug Fair	(2608-00-00)
Glass Shop Rite Liquors	(3209-00-00)-(3512-00-00)-(1570-00-00)
Exxon Company USA	(3912-14-00)
Kings Supermarkets	(1430-00-00)
Raceway Gas	(5269-00-00)
Weisek Foodtown	(2354-00-00)
Welsh Farms	(2605-00-00)
Speedy Mart	(5163-00-00)

Dear Managers,

Enclosed, you will find the chain promotion schedule for the above mentioned chains for February.

If you have any questions, please give me a call or voice mail at 75822.

Sincerely,


C. A. DiBenedetto
M2

DM	T&D	REP
1224		
1225		
1226		1, 2, 3, 4, 6, 7, 8, 9, 10, 12, 15, 16
1229		
1230		9, 8, 9, 10, 11, 12, 13, 14, 16, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51853 3188

"We work for smokers."

New Jersey Chain Division
February
Promotion Schedule

CHAIN	DATE	PROMOTION	FIELD SALES ACCOUNTABILITY
Bottle King (2367-00-00)	February 1 - 28 February 15 - March 15 February	> Co-Mrkt - \$4.00/\$0.40 off Select carton/pack purchase through scanner > Co-Mrkt \$2.00/\$0.20 off Salem carton/pack Bottle King Club Card > Doral buy 2 packs get 1 free > Doral buy 1 carton get 5 packs free	> Ensure scanners reflect reduced price Place POS reflecting reduced price Order-book/maintain stock levels > Place Bottle King Club Card POS Order-book/maintain stock levels > Work off vehicle Place temporary counter/floor displays with payment at HQ. for all promotions
Drug Fair (2608-00-00)	February 1 - 28	> Co-Mrkt - \$4.00/\$0.40 off Select carton/pack purchase through scanner	> Ensure scanners reflect reduced price Place POS reflecting reduced price Order-book/maintain stock levels
Exxon Company USA (3912-14-00)	February	> Doral buy 2 packs get 1 free	Work off vehicles
Glass Shop Rite Liquor (3209-00-00) (3512-00-00) (1570-00-00)	January February	> Co-Mrkt \$1.00 off 2 pack purchase of Salem > Doral buy 2 get 1 free	> Ensure scanners reflect reduced price Place POS reflecting reduced price > VAP Place POS
Kings Super Markets (1430-00-00)	February 1 - 28	> \$2.50/\$0.25 off carton/pack purchase of Select through scanner data	> Ensure scanner reflect reduced price Place POS reflecting reduced price Order-book/maintain stock levels
Raceway Gas (5269-00-00)	February	Doral buy 2 pks get 1 free Doral buy carton get 5 pks free	Work off vehicle
Speedy Mart (5163-00-00)	February	Doral buy 2 pks get 1 free	Work off vehicle
Weisek Foodtown (2354-00-00)	February	Doral buy 2 pks get 1 free	Work off vehicle (exchange into stores)
Welsh Farms (2605-00-00)	February	Doral buy 2 pks get 1 free	VAP Place POS